

StreamServe News

NEWS AND INFORMATION FROM STREAMSERVE  NO 1 2007

Documents add value to your

business process



Get your message across with creative business documents • Viking Line presents consistent customer communication • Efficient supply chain processes at Kaha • Itella processes 120 million documents through StreamServe



CHRISTIAN HADENIUS
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OPTIMIZE YOUR BUSINESS PROCESSES

Many of us are now actively describing business operations in terms of processes. Not surprisingly, the latest survey from Gartner of more than 1 400 CIOs shows that many companies aim to increase their market share this year and that the highest priority for top management is to improve their business processes and to acquire and retain customers. The survey demonstrates that CIOs are well aware of the business priorities in 2007 and the necessity of contributing to the overall goals, and delivering business value.

I would say that documents are a vital part of business processes, constituting a representation of the business data and a way to communicate throughout the process. They can most definitely support your efforts to promote sales and customer retention. As Micael Dahlén points out in the lead article, your every day business documents are a powerful tool not only to present information but to strengthen customer relations and increase the value of your company.

Processes also involve your partners, suppliers and employees. In this issue of StreamServe News you can learn how StreamServe supports Kaha's supply chain processes, for example by creating electronic transportation documents that fit the specifications of the delivery company.

The invoicing process is another area where companies can get more efficient by transitioning to electronic documents. Our e-invoice solutions can help you to not only improve internally but to add value for your customers. Several of the articles explain how our customers use StreamServe for e-invoicing. We currently notice a lot of activity in the market, with the recent legislation in Denmark, Finvoice in Finland and the forthcoming mandatory use of Svefaktura for public authorities in Sweden by mid 2008. My prediction is that e-invoicing finally will make big leaps forward also in Sweden during 2007, which is something I welcome, both personally and from a business perspective.

I welcome your thoughts and feedback, and look forward to discussing various aspects of business processes with you.

Yours sincerely,

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MICAEL DAHLÉN - ASSOCIATE PROFESSOR AT STOCKHOLM SCHOOL OF

Creative business increase

Micael Dahlén is an expert in the field of Marketing Communications and Associate Professor at Stockholm School of Economics. He is also the author of the book "Boxen: Kreativitet som skapar bättre affärer"¹, in which he describes how creativity can actively be used to create higher revenue and better results. He shares some of his thoughts on creative customer communication with us.

After many years of economic research, Micael Dahlén has identified one key factor to achieving success in any business - re-invention. Research results point to the importance of challenging conventional wisdom and going against habits and patterns in order to reach the audience, appeal to them and gain advantages.

Business creativity is a function of both the product's characteristics and the manner in which it is marketed. Studies show that both forms of creativity, especially marketing creativity, directly affect a company's financial results and customer satisfaction levels.

How creative are companies in different industries today?

- Companies are generally trying to be more creative and to seize new opportunities as they arise. In certain industries, such as Telecommunications, Utilities and Financial Services, cycles might be longer, as more time is needed to go from idea to execution. Even so, it is interesting to note that many of these large companies are now becoming more flexible and have a greater range of products and offerings for customers to choose from.

Do you think that companies can be more creative with business documents?

- Business documents have a great diagnostic value², i.e. they inform the receiver of the document about the company, and serves as a basis for predictions about how it will behave in the future - in both good and bad circumstances. Thus, regular, every day customer communication such as invoices gives the customer more security than marketing campaigns, as it provides a way to assess the company.

- When watching television commercials or seeing outdoor advertisements everyone knows that they are exposed to commercial communication, which has been carefully planned and crafted. This type of communication with the customer may still have a lot of value, if nothing else it enforces brand recognition, but it says relatively little about what you can expect from the company.

- Business documents, on the other hand, are perceived as more representative of the company's current and future behavior. They

s documents

the value of your company



Micael Dahlen

Associate Professor
at Stockholm School
of Economics

actually represent the daily operations of the company. If companies succeed in being creative in this area, they will send a very strong message to their customers that they are innovative, interesting and offer products that are appropriate and meaningful.

What could the results be?

- To date, I have not seen much creativity in the area of business documents, which means the door is open for companies to take advantage. A company wanting to change their customer documents will be able to get their message across, get their customers' attention and "seduce" them. This will result in greater financial results and improved customer relations.

How can you approach the task of being creative with documents?

- The first step is to redefine the purpose of the document. To do this, companies must try to forget about what the document means to them and start to think about what the document should do for the recipient.

You say that creativity can be even more important in B2B than in B2C. Can you elaborate?

- A difference between B2C and B2B in this respect is that consumer products are often standardized while products in the business market are often tailored to the needs of the specific customer. Furthermore, products and services keep changing. Even when the customer is a company there is still a person involved, and this person wants to feel secure. The security cannot be provided by the product itself, as it keeps changing. Thus, the security must partly come from the communication.

- In B2B you often hear about partnerships, working tightly with the customer. The goal of this can be to obtain lock-in effects, which is a sort of negative security. The customer feels secure but at the same time confined. I would instead encourage a wider use of creative communication to promote customer relations and customer security in a very positive manner.

- Just like in a marriage, it is often the little things that make the difference. For example, if spouses were to leave each other appreciative notes on the fridge, it is something special that although small can mean a lot to a marriage. Similarly, creative and meaningful business documents from the companies you deal with are beneficial to the relationship and lets customers know what they can expect from these organizations.

How can you use what you know about your customers to improve communication?

- We are in the information era and there are goldmines of customer data to be used. Unfortunately, most companies do not turn this data into meaningful communication. From my point of view, there are three main reasons that they don't: fear of crossing integrity boundaries; the appropriate resources and routines are not in place (they are there for gathering data, but not for using it); and companies do not possess the right skills and competencies. With all this data the foundation for being creative is certainly there, yet it fails to be used to communicate with the customer.

- The upside is that using the data does not have to be very difficult or complex. Letting the customers be the experts has enormous benefits. Say for example a customer does not know their exact monthly consumption of electricity, but the electricity provider does. If this information is given to the customer, e.g. on their invoice, they can easily interpret this data. The customers are the experts who can analyze and draw conclusions - only if they are given the opportunity.

- The results? The customer will learn more about the relationship they have with their electricity provider. In addition, the company might get valuable feedback from their customers based on this new information they are given. Furthermore, the relationship will be strengthened, as studies have shown that relationships are often valued based on the customer's own level of activity and involvement.

1. Volante QNB Publishing, ISBN no 9197491977, the title translates to "The Box: Creativity that creates better business"

2. A definition of diagnosis is: "to recognize a condition by its outward signs and symptoms". The diagnostic value of e.g. an interaction is high if conclusions about other, future situations are to a large extent drawn from this interaction.

High quality customer interaction is key for Viking Line

With 5.6 million passengers a year, all expecting a safe and enjoyable journey, Viking Line is one of the major shipping companies in the Baltic region. The company is focusing on maintaining a strong brand and excellent customer relations. “With StreamServe EDP we have been able to meet our customers’ requirements in the area of customer communication. We can provide clear documents that are easily understood by the customer. The communication is consistent and follows the Viking Line look, which is important both from a customer and a brand perspective”, says Edward Eriksson, Systems Manager at Viking Line.

The Viking Line ferries constitute a natural element of every day activity at the ports in Stockholm, Kapellskär, Mariehamn, Turku, Helsinki, and Tallinn. When Cinderella, Mariella or one of the other large ferries set out to sea it is a matter of entertaining up to 2 500 passengers. Viking Line Abp has yearly revenues of around 405 million euros, of which leisure travel stands for the major part. Viking Line also offers regular people transport, and freight services.

The market is very competitive and Viking Line must constantly fight for market share and profitability. The company’s overall ambition is to keep a high level of customer satisfaction and to always exceed customer expectations. This is why it is crucial that all customer interaction is of the highest quality, and that the brand is maintained and continuously strengthened. Passenger safety is also a key priority at all times.

Viking Line uses the ERP system Movex (now Lawson M3) together with a booking system and a separate freight system. StreamServe was implemented in March 1998.

- The question we were thinking about and needed to answer was “how do we present ourselves?” In order to stay competitive and interact with our customers in a way that contributes to our strategic goals – cost efficiency paired with high quality in areas with direct influence on customer satisfaction – we needed to improve our customer documents. It was really important to us that customers get a good impression of Viking Line and that was the main reason we invested in StreamServe, says Edward Eriksson, Systems Manager at Viking Line.

- For Viking Line, customer communication means things like availability of information, access to relevant information via the web, self service and high quality documents. It is also about communicating with our 460 000 Viking Club members, which get special offers and



Isabella

discounts. We mostly communicate with our members via e-mail, but in Sweden also by post depending on what the customer prefers, says Edward Eriksson.

- With StreamServe Enterprise Document Presentation (EDP) we have been able to meet our customers’ requirements in the area of customer communication, Edward Eriksson continues. We can provide clear documents that are easily understood by the customer. The communication is consistent, which is important both from a customer and a brand perspective. Independently of which system the data comes from, the documents follow the Viking Line look. We can also support different languages. It is a guiding principle for us to meet customers in their own language, and we now produce all types of documents in five languages – Swedish, Finnish, Estonian, German and English.

Currently, StreamServe is used for approximately 2 000 documents per day. Invoices from the ERP system and the freight system, freight and transport documents, as well as travel confirmations and vouchers are created, designed and processed by StreamServe EDP. When bookings are made directly at a Viking Line point-of-sale, travel documents are usually printed locally in the store, but processed centrally in the booking system and in StreamServe. When contact is made via phone, the customer can choose to have the confirmation sent as a PDF file via e-mail, or by post. Another area where Viking Line uses StreamServe is for e-invoicing. StreamServe EDP produces a data file containing electronic freight invoices, which is sent to an external hub for further distribution to Viking Line's corporate customers.

- The main advantage of StreamServe is that it provides one application to compose and design documents based on data from our different systems, says Edward Eriksson. We do not need to obtain and maintain knowledge about a range of different tools, and we are able to make changes quickly, as the need arises. The possibility to send documents in electronic format is also important; we have been able to complement traditional physical customer communication with



“With StreamServe EDP we can provide consistent communication that is easily understood by our customers.”

electronic documents. Another benefit is the reduced administrative time thanks to simpler routines for sorting and printing documents.

Looking ahead, Viking Line will continue to implement processes with the goal to improve and increase customer communication. One of the prioritized areas is to use the web even more and to increase self-service. Another area is to use cross-sell and up-sell opportunities by sending more information prior to the customer's journey, promoting add-ons to the initial booking.

Facts

- In 2006 Viking Line had 5 621 990 passengers, a 4.6 percent increase from the previous year.
- The company has been listed on Helsinki stock exchange since the 5th of July 1995.
- Today there are seven ships which service ports in Finland, Åland Islands, Sweden and the Baltic countries. Two new vessels will be delivered in January 2008 and spring 2009 respectively.
- The company transports approximately 90 000 freight units (trucks) a year.

Efficient supply chain process and improved customer service at Kaha

“It is a great advantage for us to have a comprehensive and versatile solution which can support our supply chain processes.”

Kaha Oy, importer and wholesaler of automotive spare parts and components, handles hundreds of orders and associated documents every day. In order to stay successful in a competitive market, it is important to automate and optimize processes, and for Kaha StreamServe EDP has proven to be a smart way to work.

High quality invoices – part of the customer service

Kaha uses Movex (now Lawson M3) as its ERP system and StreamServe Enterprise Document Presentment (EDP) for all output. Movex was implemented in 1999 and although a good solution for other purposes it was clear that improvement was needed on the document side. Kaha was receiving some customer complaints because of poor lay-out of important business documents such as invoices. When Kaha got in touch with StreamServe through the Movex user group in Finland, a decision was taken very quickly. With StreamServe EDP new invoices with better layout were produced and Kaha was much better equipped to fulfill their goal of being customer oriented, which is part of their strategy. Working with high-quality, top-of-the-line brands the company strives to compete on quality and customer service, rather than price.

More documents have been added over time – order confirmations, delivery notes, picking lists, and more recently address labels and transportation documents such as freight bills. All documents are produced in Finnish, Swedish and English. StreamServe EDP is also used for e-invoices and EDI. Already today, half of the order documents are distributed electronically. The expectation is to reach 65% by the end of 2007.

- The value of StreamServe is in a way priceless, because if bad invoices or other business documents cause customers to leave, it is definitely a major loss, says Ray Blomqvist, Logistics Manager at Kaha. Customer service and reliability is worth a lot for us, even though it is difficult to measure in euros and cents.

- With a yearly volume of 250 000 picking lists, about 80 000 invoices and a number of other documents, processes need to run smoothly and efficiently. StreamServe EDP has been able to cover a wide spectrum of needs and really support us in our core business of selling and moving goods. If it had been necessary to invest in and implement



Ray Blomqvist

Logistics Manager,
Kaha Oy

other products for some of the areas that StreamServe now covers, it would have meant spending more time and effort, to maintain several different solutions from different suppliers.

Electronic documents save time and money

One of the more recent additions to the solution is electronic transportation documents. When the issue was raised Kaha evaluated a number of alternatives. The fact that Kaha already had good experiences from using StreamServe made the choice simple.

- Instead of only being able to print on paper the personnel can now choose either to print or to create an e-document, Ray Blomqvist explains. In the latter case, a file containing all necessary data on customer level is produced and then reformatted by StreamServe so that it fits the specifications of the receiving delivery company. StreamServe also distributes the file to the delivery company. The package number constitutes the unique ID which follows the goods on the address label and transportation document. Today, about 40% of the transportation documents are electronic. We would use electronic documents in 100% of the cases, but some of the large delivery companies are not yet able to receive the transportation documents in electronic format.

Kaha also uses StreamServe for e-invoices. The file with invoice information, together with PDF versions of the invoices are sent to an e-invoicing hub – in Kaha's case run by TietoEnator – for further distribution to the customer. Today about 10% of the invoices are e-invoices but expectations are that this will increase to over 30% in 2007.

- We save money from not having to print and post invoices, but cost savings on the receivers' end are actually even more important, as it is easier for the customers to handle electronic supplier invoices, Ray

Blomqvist states. So, in some ways this is a customer service, and we do have more and more requests from customers to invoice them electronically. I think we have the right timing with this; now that more customers are asking for e-invoices we are able to offer this service.

When producing electronic documents instead of paper documents Kaha saves money on paper, print, staples and the time it takes to handle physical documents.

“StreamServe EDP really supports us in our core business of selling and moving goods.”

- It is quite interesting to note that the little things actually add up to considerable amounts. We have about 900 transportation documents a day and each is on average three pages. The foreman used to spend an hour a day printing and stapling these, time that can now be used to perform more productive tasks. We also realized that using the printer's stapling function costs a lot more than you would think. We save thousands of euros on that factor alone!

Kaha has used StreamServe RePrint for archiving since March 2005. Before that an external partner took care of archiving the invoices. It worked well but now that Kaha does their own archiving they can also store credit notes, reminders and interest invoices automatically, which is beneficial as everything can now easily be found in one place.

- StreamServe has turned out to be a very reliable and stable solution on which we have been able to build further, step by step, Ray Blomqvist says. It is a great advantage to have a comprehensive, versatile solution which can be used to support many parts of the supply chain processes – and not just the actual documents themselves.

Improving further

At the moment Kaha is running an EDI project. The EDIFACT standard is working well for some customers. It is quite expensive though, and does not suit all customers, especially those with lower volumes. Therefore Kaha also supports other, simpler versions of EDI, and uses StreamServe to handle the data conversion. Currently five pilot customers are part of this solution and Kaha expects that approximately 25% of EDI transactions will go this way in the future.



Once this project is completed the next step will be to continue the work on internal processes, in order to automate as much as possible. StreamServe EDP will be able to support a lot of that, for example by making sure that the right document appears at the right point at the right time. Small improvements in routines that are performed many times a day will make a difference to the overall efficiency and service level.

- There is also continuous work to increase the share of electronic distribution, for all types of documents. With StreamServe, technical aspects are no longer the issue; it is rather a matter of successively transitioning customers and partners over to those distribution channels. We have set up goals for reaching a 30-70% share depending on the document type and we expect to reach those goals before the end of 2007.

- Going forward we value our good relationship with StreamServe, says Ray Blomqvist. We have very knowledgeable resources in-house but when we need assistance or when new needs arise StreamServe provides local support, expertise and people who know our business.

Facts

Kaha Oy is a part of KGK Group, which is the leading automotive wholesaler in Scandinavia and the Baltic countries. Kaha Oy has yearly revenues of 60 million euros and represents well-known branded products from the world's leading automotive manufacturers. The product range consists of more than 70 000 items in stock and they are sold through dealers and workshops all around Finland.

Start and finish with your customer

Business processes are often discussed from an internal perspective. But is the question of how to co-operate across organizational boundaries not equally important?

Reviewing some recent papers in the business processes field we see that:

- The goal of a process is to create customer value, thus the process starts with a customer need and ends when the customer need has been fulfilled. The starting and the ending point of the process are the same. A consequence of this is that most processes are extended, in other words: cross-organizational.
- In order to be competitive we need to share information across all parts of the value chain. Consequently, we need integrated processes and integrated IT systems.
- One reason to integrate business processes is that production is in many cases controlled directly by the customer order flow – in a made-to-order production environment.

Let's look a bit further into this area.

- From 2002 and up until now, optimizing processes has been discussed with the focus of cutting costs, making the processes more efficient, says Mikael Lindberg, Principal at Cap Gemini, with previous experience from Ernst & Young, Handelsbanken and as CIO at Cloetta Fazer. Now, the trend is clearly to integrate the whole chain.

- Usually, costs can be significantly decreased by integrating processes across the supply chain. It is really about moving tasks upstream, to the supplier. Even though this affects the supplier, it turns out to be a win-win situation. Tighter integration allows for better planning of production, stock levels and logistics, which in turn makes it possible to optimize processes and save costs.

- Furthermore, there are benefits in getting more information from the customer downstream in the supply chain as this gives a clearer picture of the market, which allows for higher chances of hitting the mark – providing the right products in the right channels at the right time.

- On a practical and more detailed level, it is about actually accessing and working in each others systems, Lindberg continues. This can be fully automated where IT systems exchange data and, for example, release goods based on an automatic check of stock levels at the customer's. It can also be partly manual, often via some kind of web portal.

- There is a lot of valid and valuable data in the ERP and SCM systems, but when it comes to processes it is often necessary to add a layer to the existing systems, in order to achieve the right support. In cases where the ERP systems are not sufficiently flexible this usually proves to be the most cost efficient approach. As integration becomes more and more automated the requirements for good integration tools grow. They should be stable, fast, and handle very large volumes.



Mikael Lindberg | Principal, Cap Gemini

- The SOA trend is of course very strong. But as always with large changes, it takes time before they are reflected in business strategies, and before the corresponding processes and infrastructure have been implemented.

- As for the involvement of customers and partners, there are differences across industries. Within banking and finance some processes reach, and actively involve, the end customers. One obvious example is Internet banking where the customers are most definitely part of the bank's business processes. On the other hand, internal processes covering the "production" within the bank still leave room for improvements.

- The gaming industry is worth mentioning as it is definitely in the forefront. Product development, cheating control, and prevention of "gaming addiction" are all processes that integrate customers and suppliers very tightly.

- Integrating the supply chain is certainly a major step forward, but some companies now combine their offerings to create new innovative solutions, and this is when it gets really interesting. Consider a web site of a real estate broker, which offers information about properties for sale, combined with assessed values and earlier sales from the Surveying Office, and satellite photos of the area from Google Earth.

- Extension and integration of your business processes can very well lead to innovation and the creation of new business models, concludes Mikael Lindberg.

Itella processes 120 million

pages through StreamServe EDP

StreamServe is at the very heart of Itella's core business – Information Logistics. Anders Wiklund, System Architect at Itella, explains: "Receiving data from customers, producing and printing documents and distributing those by post or in electronic channels is what we do. StreamServe EDP gives us the flexibility we need to meet our customers' requirements and the capability to make sure we fulfill our service level agreements."

Itella, formerly known as Capella, has a long history in Sweden. Since 2001, Itella AB has been a subsidiary of the Itella Group, which is part of the Finland Post Group which employs a total of 1,500 people in eight countries.

StreamServe Enterprise Document Presentment (EDP) was chosen as a solution for Itella in the late nineties and has successively evolved into the backbone for Itella's business. The company offers services within printing and distribution, electronic communication, and storage and retrieval.

The development of electronic documents has opened a variety of possibilities for companies to communicate with customers and suppliers efficiently and quickly. However, paper has kept most of its importance and is still a vital part of business communication. Most likely, different data formats will continue to complement one another. This calls for comprehensive solutions that can combine electronic and paper-based business communication in one process.

- StreamServe is a communication router for Itella – receiving data from many customers in many formats, making sure documents go into production and come out the other end in the right format and with the right distribution channel, be it electronic or physical, says Anders Wiklund, System Architect at Itella.

- We process over 120 million pages a year through StreamServe EDP. The solution gives us the flexibility we need to meet our customers' requirements. A few large customers send print ready files that can go directly into production. For all the other customers, we handle several hundred different input formats, which is one of the reasons we need StreamServe. Our customers want to take data from their different ERP, CRM and other systems and send it to us, without having to think about what format it is in.

- Furthermore, StreamServe is absolutely vital for us in fulfilling our SLA's (service level agreements), Anders Wiklund continues. Time is a crucial factor. Imagine that a large batch of invoices is to go out by post and the end customer has a payment date to adhere to. If those documents go out late it will cause all kinds of problems. That is one of the reasons why we have a delivery plan with fixed dates that both

we and the customer need to follow. If we do not deliver according to the SLAs, there are significant consequences – not only is there a cost increase, we may also have to pay fines for not fulfilling the SLA.

- Another aspect of this is that even without the extra pressure of the service level agreements everything must work smoothly in order for us to be cost efficient – and profitable. Our printers need to be running. Comparable to any factory, it is really important to get the most out of the production resources. StreamServe EDP plays a large part in this process by making sure documents are ready for print, including layouts, OMR codes, inlays etc, and that they will be distributed using the right channels.

"The solution gives us the flexibility we need to meet our customers' requirements."

Itella also has a number of services within electronic communication – e-invoices and EDI transactions. For B2B, it is usually an end-to-end electronic flow, whereas for B2C some end customers might want an electronic invoice and some prefer paper.

- When an end customer registers for e-invoices at his bank, that information is forwarded from the bank to us. We keep an e-directory with information about who should receive e-invoices from a particular supplier, Anders Wiklund explains. When print files from a supplier are sent to production, there is a check against the e-directory so that only those recipients who have not requested e-invoice go to print and for the others an e-invoice is created instead. The e-invoice file is then sent to the bank. Without the StreamServe solution, which makes it possible to automate this process, it would be difficult to offer this service.

StreamServe Persuasion

in the world of SOA – web services are here to stay

With the new version of StreamServe EDP - Persuasion - the underlying architecture has been changed from a server architecture to a new modular service oriented architecture. Thus, StreamServe Persuasion will fit nicely into a modern and flexible system landscape, allowing you to not only solve immediate integration needs, but to add value to the business by optimizing processes.

- We now let the back-end server products expose the core functionality as web services, says Lars Granelli, Vice President Product Management at StreamServe. In the first version, we chose to primarily support the internal StreamServe end user clients (StreamStudio and Control Center) with web services.

- Application functionality *within* our new web applications presented in StreamStudio (e.g. Collector and Composer) will be exposed as web services as well. This product strategy will enable external systems, portals and applications to make use of the built in functionality, which means our customers will have the flexibility to integrate this into their own existing solutions, Lars Granelli continues.

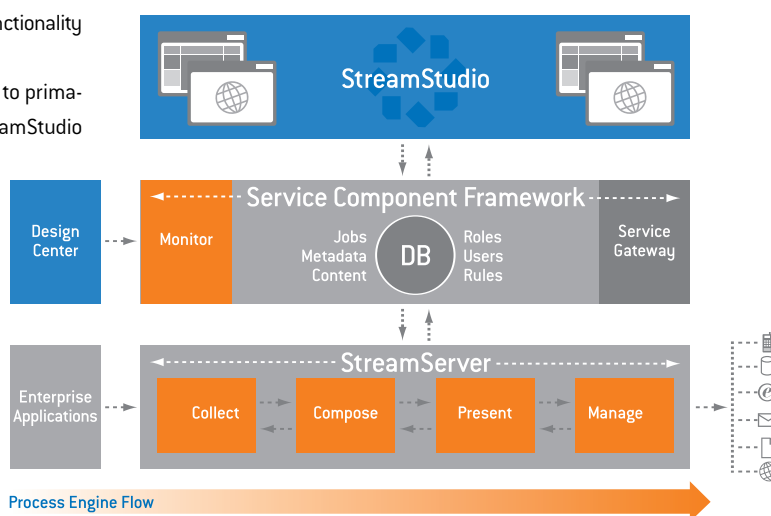
- We will package the current internal web services and other application specific ones, based on functions in e.g. Collector or Composer, and make them available to customers, partners and users under the following five categories. As we release new applications in different areas and verticals, we will successively bring out the corresponding web services.

Document Services

These web services typically come into use when the customer wants to incorporate all or some of the StreamStudio application functionality in other applications or solutions. Let me give you an example: most call centers have a CRM or call center application where they have access to details about the customer. To give fast and accurate responses, call center personnel also need to have all customer documents at hand. By using web services to access StreamStudio Collector functionality within the existing application, the overall solution is extended and improved, without added complexity or yet another user interface for the call center personnel to handle.

Security Services

StreamServe Persuasion does not provide its own user directory. Instead it connects to the customer's existing directory, which means there is no need to maintain duplicate directories. There are, however, unique roles and access rights in StreamServe that need to be set up. Functionality to define and change users, roles and



StreamServe related access rights (e.g. who is allowed to view a particular document) will be exposed as a set of web services.

Job Services

This category of services exposes the customer's StreamServe projects as services. From an SOA perspective these are considered as large and high level services. A typical service would be to accept an XML file and return a formatted PDF file, or accept a large XML file and print it on a production printer.

Design Services

Within this category we are looking to add services that allow external composition tools to add or modify resource objects such as images or overlays.

Management Services

StreamServe Persuasion also contains system management, monitoring and deployment functionality. Most of this functionality can be exposed as services. This makes it possible to integrate StreamServe in system management tools such as Tivoli. Examples of services in this area: starting and stopping of servers, changing of tuning parameters, writing to the StreamServe log etc.

Streamlined logistics requires optimized information flows

OEM International is able to cut development costs and optimize business processes with StreamServe Enterprise Document Presentation and SYSteam.

“StreamServe EDP supports our business on a strategic level”, says Anders Elovsson at OEM.

OEM International is a technology trading Group operating in northern Europe. The company has yearly revenues of over 1 500 msek and offers industrial components and systems from suppliers that are each specialists in their fields. Products range from basic mechanical components such as seals and couplings, to complete manufacturing systems for e.g. circuit boards. OEM gives their customers access to an extensive range of products from specialized manufacturers, high delivery capacity via effective warehouses, the possibility to reduce the number of suppliers, and a broad product and application knowledge.

OEM stays competitive through efficient logistics processes and infrastructure, which enables the company to adjust their purchasing volumes, stock levels and transport methods to variable customer demands.

StreamServe EDP is much more than a printing tool

Like many other companies OEM wants high quality business documents, and control of document distribution.

- StreamServe EDP was chosen in connection with an upgrade of the ERP system, as it created a flexibility concerning design and layout

of our documents, says Anders Elovsson, responsible for the Movex group at OEM.

StreamServe EDP and Movex 10A, which is the ERP system used by OEM, are run centrally in Tranås, but also supports business operations in Norway, Finland, Denmark, Great Britain, and Poland.

Integration and optimization of information flows

Since the initial implementation, OEM has continued to work together with SYSteam to optimize the flow of information. StreamServe EDP creates documents based on data from Movex, and printing routines have been improved. The ability to use StreamServe to integrate different systems makes it possible to cut development costs and save time.

One example is that StreamServe provides the address label application with address data, based on the delivery note in Movex. Thus, address labels are complete and correct at the time of printing, which saves manual work.

A similar solution, where StreamServe is also being used for integration, is the transfer of data from picking lists and goods receipt documents in Movex to the warehouse machines.

StreamServe EDP is a complete document management system, which gives important business documents the right layout and design for OEM. Furthermore, it provides a cost efficient way to integrate the ERP system to different third party applications. Finally, it also gives the possibility to use e-mail for distribution of documents.

- We plan to further extend our use of StreamServe EDP and we regard this as a strategic solution. We are very satisfied with the fact that StreamServe EDP has progressed from a matter of improving design to a solution that supports our company on a strategic level, concludes Anders Elovsson.



About SYSteam

SYSteam is a full service strategic IT provider and offers services within management, engineering, ERP systems, systems integration and development, technical infrastructure, and hosting. SYSteam serves as a full service partner to small and mid-size companies, and as a specialist towards large companies and within certain industries.

SYSteam adds business value through a deep insight into the business operations and processes of their customers, combined with extensive information technology knowledge.

SYSteam has approximately 1 030 employees, and offices in more than 50 locations in the Nordic region.

Since 1997, SYSteam Utvecklingspartner AB is a StreamServe partner, with a strong presence in especially the south of Sweden.

AN UPDATE FROM STREAMSERVE USER GROUP

The objective for SURG (StreamServe User Group) is to provide a forum for information about Enterprise Document Presentment and StreamServe solutions, networking opportunities, and a way for StreamServe users to share knowledge. SURG should also actively work to influence the product development in StreamServe.

A recent change is that the user group will no longer be handled by an external supplier; it will be managed directly by the board, with support from a dedicated resource within StreamServe. The board feels confident that a membership in SURG will now provide even more value.

SURG is launching Special Interest Groups, which will allow you to discuss specific topics with others who share the same interest. The first opportunity to participate in a Special Interest Group will be on April 18. At the moment, interest groups for SOA and for Movex/M3 are in the start up phase. Please, let us know if you have ideas for other interest groups.

VISIT TO STREAMSERVE R&D, APRIL 18, 2007, GÖTEBORG

- AGENDA:**
- INTRODUCTION, R&D PRESENTATION
 - PRODUCT ROADMAP
 - UPGRADE TO PERSUASION
 - SUPPORT
 - STREAMSTUDIO

We start at 9 am and finish the general program after lunch, at approximately 1 pm.

SPECIAL INTEREST GROUPS

In the afternoon, from 1 pm, the Special Interest Groups for SOA (Services Oriented Architecture) and for Movex/M3 will have their first meetings.

Register for the event at www.streamserve.com/surg

Please contact Chairman Anders Wiklund, or Maria Wasing at StreamServe, for any questions and suggestions you might have regarding the user group.

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Visit www.streamserve.com/surg for more information.

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